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An advantage not to be overlooked

Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era — marks a major cigarette advancement.

It has been reported that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking, cleared completely or definitely improved.*

Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

PHILIP MORRIS

Philip Morris & Company, Inc., 119 Fifth Avenue, New York

* Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
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